

RESUME



ALEX VALDERRAMA

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EXECUTIVE SUMMARY

Brand and growth executive with decades of expertise leading brand transformation, market positioning, customer insight, and growth strategy across startups, private companies, and Fortune 500 organizations. As an agency founder and executive advisor, I've partnered with CEOs, founders, and executive teams on brand clarity, differentiation, messaging, customer relevance, and scalable growth. Experience includes executive brand strategy and market positioning work for IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia. I'm now pursuing a Chief Brand Officer or similar role to bring this cross-industry leadership experience in-house and drive enterprise-wide brand growth, organizational alignment, and long-term value creation.

Known for connecting brand to business strategy, guiding organizations through repositioning and modernization, and building alignment across leadership, marketing, sales, and customer experience. Brings a business-first, human-centered approach to brand leadership with deep strength in executive communication, narrative development, brand architecture, and cross-functional team leadership.

CORE COMPETENCIES

Brand Strategy & Positioning • Chief Brand Officer Leadership • Emotional Brand Strategy • Market Positioning • Brand Transformation • Rebranding • Brand Architecture • Executive Messaging • Narrative Development • Customer Insight • Growth Strategy • Go-to-Market Strategy • Integrated Marketing • Cross-Functional Leadership • Creative Direction • Sales Enablement • Stakeholder Alignment • Team Development • Brand Governance • Customer Experience Alignment • Merger-Related Brand Integration

PROFESSIONAL EXPERIENCE

Founder & President | Brand Strategy, Marketing, and Growth Executive

Cranium Agency | Jan 1989 – Present | Denver, CO

Founded and led a brand strategy and marketing firm focused on helping organizations strengthen positioning, clarify narrative, modernize brand presence, and align brand with business growth. Partnered with startups, growth-stage businesses, established regional firms, and enterprise brands to solve challenges related to relevance, differentiation, transformation, and executive alignment.

Key contributions:

- Advised founders, CEOs, and senior leadership teams on brand strategy, market positioning, customer insight, brand architecture, naming, messaging, and growth planning
- Led strategic brand transformation initiatives that strengthened organizational clarity, market relevance, and long-term brand equity
- Directed integrated brand and marketing programs spanning identity, narrative, digital experience, content, campaign development, and sales support
- Helped organizations translate complex business offerings into clearer value propositions and stronger market-facing communication
- Guided businesses through startup launches, growth acceleration, enterprise transformation, and merger-related brand integration
- Built trusted executive relationships by combining strategic depth, creative fluency, and practical implementation
- Delivered executive brand strategy and market positioning initiatives for IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia



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SELECTED EXECUTIVE ACHIEVEMENTS

- Rebranded and repositioned Arcadia Settlements Group, **supporting expansion to 160+ professionals across 50 offices throughout North America** while strengthening market leadership and brand recognition
- Directed the strategic transformation of DenteVita Prosthodontics, **driving increased patient acquisition, stronger market differentiation**, and sustained growth across a 15-year client partnership
- Modernized the market position of a 50+ year-old real estate development firm, **improving stakeholder engagement, strengthening reputation, and expanding business opportunities**
- Developed the foundational brand platform for SPAVIA, **creating a scalable, franchise-ready brand architecture that supported national growth objectives**
- Delivered executive brand strategy and positioning work **for Fortune 500 organizations**, including IBM Watson Health, Microsoft, and Wells Fargo
- Built and led Cranium Agency over multiple decades, **helping organizations navigate launch, growth, reinvention, transformation, and brand integration**

ADDITIONAL EXECUTIVE ACHIEVEMENTS

- **Communications Director:** AIGA Tampa Bay - Provided communications leadership in support of industry visibility, programming, and professional engagement.
- **President:** Davis Islands Chamber of Commerce - Led business community engagement and organizational leadership initiatives.
- **Board Member:** Business Marketing Association (BMA) - Contributed strategic perspective on marketing and business leadership.
- **Board Member:** AIGA Denver Chapter - Supported organizational and professional development initiatives within the design and branding community.
- **Branding and Marketing Advisory Committee Member:** Five Points Business District - Advised on branding and marketing direction to support business district visibility and growth.
- **International Judge:** Pittsburg BizMark Awards - Selected to evaluate marketing and branding excellence.
- **International Judge:** AIM Awards - Served as international judge for award submissions in branding and communications.
- **Curriculum Advisor:** Des Moines Area Community College Design Program - Advised on curriculum relevance and professional alignment.
- **Curriculum Advisor:** Arapahoe Community College - Supported program development in design and communications.
- **Instructor, Advanced Design:** Arapahoe Community College
- **Instructor, Advanced Communications:** Metropolitan State University



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EDUCATION

- **Bachelor of Fine Arts (BFA), Summa Cum Laude**
International Academy of Design
- **Associate Degree in Graphics Arts**
Des Moines Area Community College Design Program
- **International Summer School for Arts**
Bath, England - Selected for one of 26 seats from thousands of international applicants

Beyond hands-on leadership experience, professional development has remained a consistent priority throughout my career. I am the author of *Make My Brand Bigger*, a book centered on the principles of effective branding and business growth, and I have continued to expand my expertise through dozens of seminars, workshops, and supplemental courses in emotional branding, marketing, and emerging growth strategies. This ongoing commitment to learning has strengthened my ability to connect brand strategy with customer insight, market relevance, and long-term business value.